

## **Historic, archived document**

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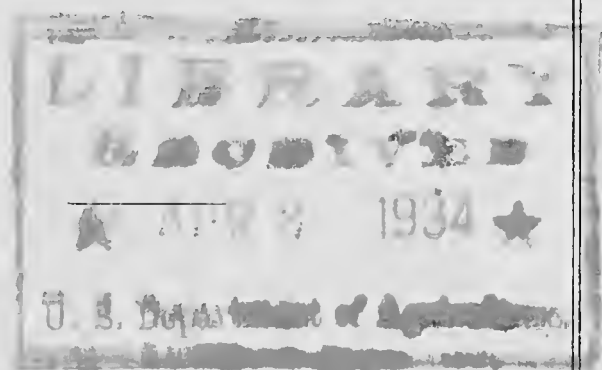
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# Chrysanthemum Price List

and

## Order Blank

### 1934



## Geneva Floral Co.

GENEVA, N. Y.



**OUR GUARANTEE:**—We guarantee to deliver Mum Rooted cuttings by parcel post free to your post office up to and including the fourth zone. If not satisfactory they **MUST BE RETURNED AT ONCE CAREFULLY PACKED**, and your money will be refunded. Shipments damaged in transit **MUST BE SHOWN AT ONCE TO POSTMASTER** and report damage to us immediately. No allowance if report is made after 24 hours. To the Trade:

Our stock this season is the largest and finest we have ever had. We expect there will be an unusual demand and we will try to meet it as far as possible. If you want to be sure and get **WHAT YOU WANT WHEN YOU WANT IT**, you must give us your order as early as possible. Many orders can be filled when received, but we can be sure to give better satisfaction if we have orders early.

### **BLOOMING DATES**

Dates for blooming are quite misleading. This depends almost entirely on the way the crop is grown. If grown cool the crop will be retarded and if given heat it will be hurried along. The date of planting also makes some difference.

In arranging our list this year we are listing the varieties in the order of blooming with us.

## ADVANCE ORDERS

If possible place your order early—and then we can either propagate especially for you or can mark your order (sold) in the regular cutting bench so when time for shipment comes your stock is ready.

Many of our customers do this and find it greatly to their advantage. We try and have reserve stock we can call on to provide for advance orders.

Always give us as much time as possible on your order.

## TERMS, Etc.

While we use every possible care to have all varieties properly labeled and true to name, we give no warranty, expressed or implied.

We cannot guarantee a crop, as growing depends entirely upon the grower.

Not less than 25 at 100, and 250 at 1000 rates.

Orders of 1000 or more assorted varieties may take 1000 rates.

Five percent off cash with order, two percent ten days, 30 days net.

Cash with order or C. O. D. to parties without established credit.

## EARLY

	100	1000
<b>Smith's Advance</b> —Earliest white . . . . .	\$3.00	\$25.00
<b>Quaker Maid</b> —White, fair size for very early . . . . .	2.50	20.00
<b>Yellow Quaker Maid</b> —Sport from Quaker Maid . . . . .	3.00	25.00
<b>Smith's Enchantress</b> —Good size, fine shade of pink . . . . .	2.50	20.00
<b>Gold Lode</b> —Good size and fine color . .	3.00	25.00
<b>Unaka</b> —Old standard early pink, large flower . . . . .	2.50	20.00
<b>Chrysolora</b> —Fine incurved early yellow . . . . .	3.00	25.00
<b>Indianola</b> —Earliest bronze, fine large flower . . . . .	2.50	20.00
<b>Gov. Green</b> —Very large flower, crimson and gold . . . . .	3.00	25.00

	100	1000
<b>Celestra</b> —Very attractive yellow ball	\$3.00	\$25.00
<b>Rose Glow</b> —Choice dark pink of good size .....	3.00	25.00
<b>Ambassador</b> —A very fine large incurved white .....	3.00	25.00
<b>Detroit News</b> —A very popular bronze	3.00	25.00
<b>Golden Wave</b> —Incurved bright yellow, good size .....	2.50	20.00
<b>Silver Sheen</b> —Large incurved white, old standard .....	2.50	20.00
<b>Sun Glow</b> —Largest and best incurved early yellow .....	3.00	25.00
<b>Justrite</b> —Globular pink of fine shade and choice kind .....	3.00	25.00
<b>Old Rose</b> —Large flower, deep rose pink	3.00	25.00

### MID-SEASON

<b>Betsy Ross</b> —Large incurved white. . .	3.00	25.00
<b>Smith's Brilliant</b> —Choice midseason red .....	2.50	20.00
<b>Pink Chieftan</b> —Good shade of pink, favorite with many .....	3.00	25.00
<b>White Chieftan</b> —White sport of Chieftan .....	3.00	25.00
<b>J. W. Prince</b> —A darker sport of Chieftan .....	3.00	25.00
<b>Mefo</b> —Incurved creamy white .....	3.00	25.00
<b>Snow White</b> —An incurved pure white of merit .....	3.00	25.00
<b>Monument</b> —Very large incurved white—large as Turner .....	3.50	30.00
<b>Yellow Monument</b> —Yellow sport of Monument .....	3.50	30.00
<b>Golden Glory</b> —A midseason favorite with many .....	3.00	25.00
<b>Richmond</b> —Bright yellow with perfect incurved form .....	3.00	25.00
<b>Rose Perfection</b> —Very fine large pink.	3.00	25.00
<b>White Perfection</b> —White sport of Rose Perfection .....	3.00	25.00
<b>White Turner</b> —Very large incurved exhibition variety .....	3.50	30.00

	100	1000
<b>Yellow Turner</b> —Yellow sport of White Turner . . . . .	\$3.50	\$30.00
<b>Charles Razer</b> —Large pure white still grown by many . . . . .	3.00	25.00
<b>Citronelle</b> —Incurved, similar to Pearson in color . . . . .	3.00	25.00

## LATE

<b>Golden King</b> —Large incurved yellow. .	\$3.00	\$25.00
<b>Whittier</b> —Incurved yellow, one of the best . . . . .	2.50	20.00
<b>Sungold</b> —Seedling of Sunbeam but brighter yellow . . . . .	3.00	25.00
<b>Sunbeam</b> —Large incurved yellow, favorite with many . . . . .	2.50	20.00
<b>Friendly Rival</b> —Largest and best golden yellow . . . . .	3.00	25.00
<b>Mrs. R. M. Calkins</b> —Fine large incurved yellow . . . . .	3.00	25.00
<b>Gladys Pearson</b> —Very profitable light bronze . . . . .	3.00	25.00
<b>Distinction</b> —Large fine pink but slow producing cuttings . . . . .	3.50	30.00
<b>White Surprise</b> —Very large incurved white . . . . .	3.00	25.00
<b>Helen Frick</b> —Large incurved pink or lavender . . . . .	3.00	25.00
<b>White Frick</b> —White sport of Helen Frick . . . . .	3.00	25.00
<b>Thanksgiving Pink</b> —Deep pink, large fine flower . . . . .	3.00	25.00
<b>Nellie T. Ross</b> —One of the largest and best yellows . . . . .	3.00	25.00
<b>Pink Siedewitz</b> —Old incurved favorite largely grown . . . . .	3.00	25.00
<b>White Siedewitz</b> —Sport of Pink Siedewitz—tinted pink . . . . .	3.00	25.00
<b>Harvard</b> —Old standard maroon . . . .	2.50	20.00
<b>Garnet King</b> —Choice flower and may be had for Christmas . . . . .	3.00	25.00
<b>December Glory</b> —Large incurved late white . . . . .	3.00	25.00



	100	1000
<b>Chattanooga</b> —An excellent large late white.....	\$3.00	\$25.00
<b>Marie de Petris</b> —Very late incurved golden yellow.....	3.50	30.00
<b>Mistletoe</b> —Incurved late white for Christmas and later.....	3.00	25.00
<b>Golden Mistletoe</b> —Yellow sport of Mistletoe.....	3.00	25.00
<b>Pink Mistletoe</b> —Pink sport of Mistletoe.....	3.00	25.00

## POMPONS

<b>Ruth Hatton</b> —Hardy yellow.....	\$3.00	\$25.00
<b>Murillo</b> —Choice hardy pink.....	2.50	20.00
<b>Boston</b> —Our earliest hardy bronze..	2.50	20.00
<b>Adironda</b> —Early golden bronze.....	2.50	20.00
<b>Zora</b> —Our earliest yellow.....	3.00	25.00
<b>Uvalda</b> —Our earliest white, one of the first in market.....	2.50	20.00
<b>Pink Doty</b> —An excellent and very popular pompon.....	2.50	20.00
<b>White Doty</b> —Sport from Pink Doty..	2.50	20.00
<b>Red Doty</b> —Similar to Pink and White except color.....	2.50	20.00
<b>Nuggets</b> —Choice button yellow.....	3.00	25.00
<b>Pink Dot</b> —Very attractive and popular variety.....	3.00	25.00
<b>Pink Popcorn</b> —A beautiful shade of pink.....	3.00	25.00
<b>Rose Charm</b> —A bright pink choice variety.....	3.00	25.00
<b>Captain Cook</b> —A lovely shade of rose pink.....	3.00	25.00
<b>Leilah</b> —A good light pink.....	3.00	25.00
<b>Cora Peck Buhl</b> —Like Golden Climax but a deeper yellow.....	3.00	25.00
<b>Minong</b> —A hardy early white.....	2.50	20.00
<b>Dainty Maid</b> —Small baby button of pleasing shade of pink.....	3.00	25.00
<b>Clorinda</b> —Fine bronze for Thanksgiving.....	3.00	25.00

	100	1000
Diana—Midseason white. . . . .	\$3.00	\$25.00
Iva—A good bronze that sells well. . . .	2.50	20.00
New York—A button bronze very much called for. . . . .	3.00	25.00
Autumn Glints—Choice golden bronze	3.00	25.00
Yellow Fellow—A pleasing shade of yellow. . . . .	3.00	25.00
Wilcox or Mrs. Beu—A bronze that always sells well. . . . .	3.00	25.00
Yellow H. Canning—Button yellow. .	2.50	20.00
Golden Climax—An old favorite but- ton yellow. . . . .	2.50	20.00
Golden Sceptre—A fine late bright yellow. . . . .	3.00	25.00
Dorothy Turner—Fine bronze, almost red in the bud. . . . .	3.00	25.00
Le Roy—A light pink that may be had very late. . . . .	2.50	20.00
El Reno—Very choice bronze similar to Bronzito. . . . .	3.00	25.00
Christmas Gold—Late button yellow. .	2.50	20.00
Rowenna—Choice late bronze. . . . .	3.00	25.00
Gold Coin—Well-named and a very choice sort. . . . .	3.00	25.00
Yuletide—White for Christmas and later. . . . .	3.00	25.00
Yellow Yuletide—Sport of Yuletide. .	3.00	25.00
Usonia—A very late pink. . . . .	3.00	25.00

## SINGLE

Buckingham—Early pink. . . . .	\$3.00	\$25.00
Bronze Buckingham—Bronze sport of Buckingham. . . . .	3.00	25.00
Godfrey — A popular Thanksgiving pink. . . . .	3.00	25.00
Anna Nanzig—A darker pink sport of Godfrey. . . . .	3.00	25.00
Menza—An excellent single white— fine disbudded. . . . .	3.00	25.00
Golden Menza — Yellow sport of Menza. . . . .	3.00	25.00

## ANEMONES

100    1000

<b>Mayellen</b> —Cerese pink with yellow center—hardy .....	\$3.00	\$25.00
<b>Izola</b> —Deep pink, good producer.....	3.00	25.00
<b>Maple Leaf</b> —Novelty and very attractive.....	3.00	25.00
<b>Sorona</b> —White with large yellow cushion.....	3.00	25.00
<b>Sunshine</b> —A most profitable all yellow variety.....	3.00	25.00
<b>Elizabeth</b> —A beautiful all yellow with pleasing form.....	2.50	20.00
<b>Coed</b> —Soft shade of pink with tinge of yellow in cushion.....	3.00	25.00
<b>Norma</b> —A very valuable sort, fine disbudded.....	3.00	25.00
<b>Suzanne Miller</b> —Yellow sport of Norma, very fine.....	3.00	25.00
<b>Garza Supreme</b> —Very late white for Christmas and later.....	3.00	25.00
<b>Yellow Garza Supreme</b> —Sport of Garza Supreme.....	3.50	30.00
<b>Caprice</b> —Six kinds and colors, bronze, lavender, pink, purple, yellow, and white.....	3.50	30.00

## MIDGE

Fume Tobac will control Midge and is very easy to handle. It may be had from most supply houses or direct from the Uniform Products Company, Inc., 111 Fifth Ave., New York. The company furnishes tins for hanging in the house for burning the powder, and for our use we consider this the most practical of anything we have found to control Midge. We also sometimes have to spray with NICO FUME LIQUID and sometimes we use CYANO GAS, both of which are good but not so pleasant to handle as the Fume Tobac.

You need not fear Midge if you use preventatives. Our stock is clean and we keep it clean.

We will furnish brief cultural directions for the asking. Elmer D. Smith of Adrian, Mich. has an excellent book on Mum growing.

## SNAPDRAGON

Follow your Mums with Snaps. Now that Rust can be completely controlled many find this a very paying crop. Snaps and Mums are the only wholesale crops we grow and by putting all our energies and thought into these two crops we think we can give you as good or better service than you can get elsewhere. We try to treat our customers as we would want them to treat us if we were buying and we will expect to supply you regularly. Our Rust circular is free.

The best fertilizer we have used is Smith's Mum Manure from Henry F. Michell Co. of Philadelphia, Pa.



